

*FINDING THE RESOURCES TO ACCOMPLISH
YOUR MISSION*

America Supports You Summit
Jan. 25, 2008



Fund Raising



FINDING THE RESOURCES TO ACCOMPLISH YOUR MISSION

↑ *Maximize Revenue*
↓ *Minimize Expense*

Topics:

- Combined Federal Campaign
- State Campaigns
- Online Giving
- Public Service Advertising and Media
- Cause Related Marketing
- Resources



FISHER HOUSE

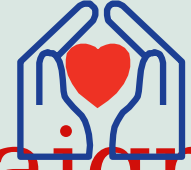
Combined Federal Campaign

- \$271 Million Workplace Campaign
- Consists of Nearly 300 Independent Campaigns
- Provides Access to:
 - Military
 - Postal Employees
 - Federal Employees
- Can Participate on the Local or National Level
- Average Local Charity in NCA Received \$16,524
- Average National Charity Received \$66,162



Combined Federal Campaign

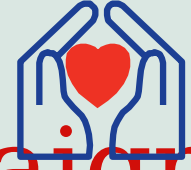
- Rule Number One
You Must Be Present to Win!
- 96% of Gifts are Designated
- 3,631 Charities Participated in '06 Campaign
 - 2,048 National/International
 - 1,583 Local
- 53 Federations/ Groups



FISHER HOUSE

Combined Federal Campaign

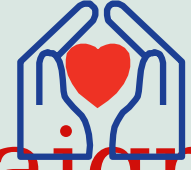
- Rule Number Two
Choose the Right Federation!
- Market Segmentation
 - 1 of 54 vs. 1 of 3,631
- Opportunity to Perfect Application
- Access to Additional Campaigns/Services



FISHER HOUSE

Combined Federal Campaign

- Rule Number Three
Send the Right Message!
- Name and Keywords
- 25 Word Statement
- Web Site
- Percentages



FISHER HOUSE

Combined Federal Campaign

- Rule Number Four
Know How the Campaign Works!
- PCFO/Loaned Exec's/Campaign
Mgr/Keyworkers
- Identify Opportunities to Partner
- Be an Active Participant
- Be Gracious



State Campaigns

- CFC is Not the Only Workplace Campaign
- Assistance is Available
- Know Qualifications
 - State Registration
 - Active Presence



Online Giving

- Incorporate into Web Site
- Security is an Issue
- Monitor at Peak Times
- Make It Easy for the Donor
- Consider Duplicate Giving Pages



FISHER HOUSE

Working with the Media

- Must have communications plan to complement fundraising initiatives
- What is your message? Is there an action step?
- Think in terms of your audience
 - Who is your audience?
 - Who is your spokesperson?
- What are the rules?

Public Service Ads



- Why pay if you can get it for free
- You get what you pay for
- Tell 'em the same thing, over and over!
- Don't forget the action step!



FISHER HOUSE

Cause-Related Marketing

➤ Also known as “Social Marketing”

➤ Foundation Center Definition:

“the public association of a for-profit company with a nonprofit organization, intended to promote the company’s product or service and to raise money for the nonprofit.”

It is not corporate philanthropy!

➤ What are the Better Business Bureau standards for CRM?

Resources



- Foundation Center - www.foundationcenter.org
- Guidestar - www.guidestar.org
- CharityNavigator - www.charitynavigator.org
- American Institute of Philanthropy - www.charitywatch.org
- Better Business Bureau - www.give.org
- Just Give - www.justgive.org
- Network for Good - www.networkforgood.org
- Combined Federal Campaign - www.opm.gov/cfc
- Military Veterans & Patriotic Service Organizations of America - www.mvpsoa.org
- Local Independent Charities of America - www.lic.org

NEWMAN'S OWN AWARDS

*Recognizing Unique Opportunities to Improve Quality of Life for
Military Families*



- Grants to Volunteer and Non-Profit Organizations Making A Difference for Military Families
- In 8 years, 99 organizations have received \$430,000 for programs
- Top Group will receive \$15,000
- Applications available at www.fisherhouse.org
- Deadline: May 2, 2008



For More Information FISHER HOUSE

➤ Fisher House websites:

➤ ***www.fisherhouse.org***

➤ ***www.militaryscholar.org***

➤ Toll-Free phone:

➤ **(888) 294-8560**

Questions?

